

PF720

Digital Photo Frame

User's Manual



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Introduction |

Congratulations on purchasing Transcend's **Photo frame**. Now you can easily display your entire photo collection at home or at the office. The Photo frame includes a built-in FM radio and can conveniently playback videos, photos and music from a variety of sources: USB flash drives, memory cards, or the Photo frame's own on-board memory. You can operate the Photo frame by using the navigation buttons on the front of the Photo frame or with its full-featured wireless remote control. The Photo frame is also equipped with a rotation sensor that automatically adjusts your pictures to portrait or landscape position when you turn the Photo frame. The Photo frame's 2GB of built-in storage space lets you save your favorite videos, pictures and music inside Photo frame for instant playback without even having to use a memory card. You can also connect the Photo frame to a PC via the USB port for direct access to its internal memory or any memory cards that are plugged into it. This User's Manual will give you step-by-step instructions and advice to help you get the best experience your new device. Please read it in carefully before using the Photo frame.

Package Contents |

Upon purchasing your Transcend Photo frame, please make sure each of the following is included:

- Photo frame
- Remote Control (battery included)
- Tabletop Stand
- DC Power Adapter
- USB Cable
- FM Antenna Cable
- User's Manual CD
- Quick Start Guide
- Warranty Card

Features |

- Bright 7" high-resolution widescreen color TFT LCD panel
- Built-in stereo speakers and headphone jack
- View photos with background music from MP3s or the radio
- Supports USB flash drives and microSD/SD/SDHC/MMC/MS/M2/CF memory cards
- 2GB of internal memory – works even without a memory card
- Built-in FM radio with programmable station presets
- Full Motion video playback
- Automatic rotation sensor for easy Landscape or Portrait setup
- Fully compliant with Hi-Speed USB 2.0 and backwards compatible with USB 1.1
- Direct USB connection to your PC for easy file transfers
- Select multiple photos for convenient one-step transfer to internal memory
- Slideshow, thumbnail, still picture, and zoom-in viewing options
- Attractive frame themes to accent your pictures with
- Important date/event reminder

- Clock, alarm and calendar functions
- Automatic Power-ON/OFF and Sleep timers
- Custom alarm clock settings - wake up to your favorite FM radio station or MP3 song

System Requirements |

System requirements for connecting Photo frame to a computer:

- 100~240V voltage power outlet for the DC adaptor
- Desktop or notebook computer with a working USB port
- One of the following Operating Systems:
 - Windows® 2000
 - Windows® XP
 - Windows Vista
 - Mac® OS 10.0 or later
 - Linux® Kernel 2.4 or later

Safety Precautions |

These usage and safety guidelines are **IMPORTANT!** Please follow them carefully to ensure your own personal safety and help protect your Photo frame from potential damage.

■ General Use

- For indoor use only.
- Avoid using or storing the Photo frame in an extreme temperature environment.
- Never allow the Photo frame to come in contact with water or any other liquids.
- Do not use this product in environments with strong magnetic fields or excessive vibration.
- Only use the Transcend provided DC adapter with the Photo frame. Use of other adapters may cause fire or explosion.
- Never cover or seal any of the holes on the Photo frame.
- Unplug the Photo frame if you do not plan to use it for an extended period of time. This prevents accidental damage or corrosion.
- To protect your health and your hearing, keep the Photo frame's music volume below 80 decibels and do not listen for an extended period of time.

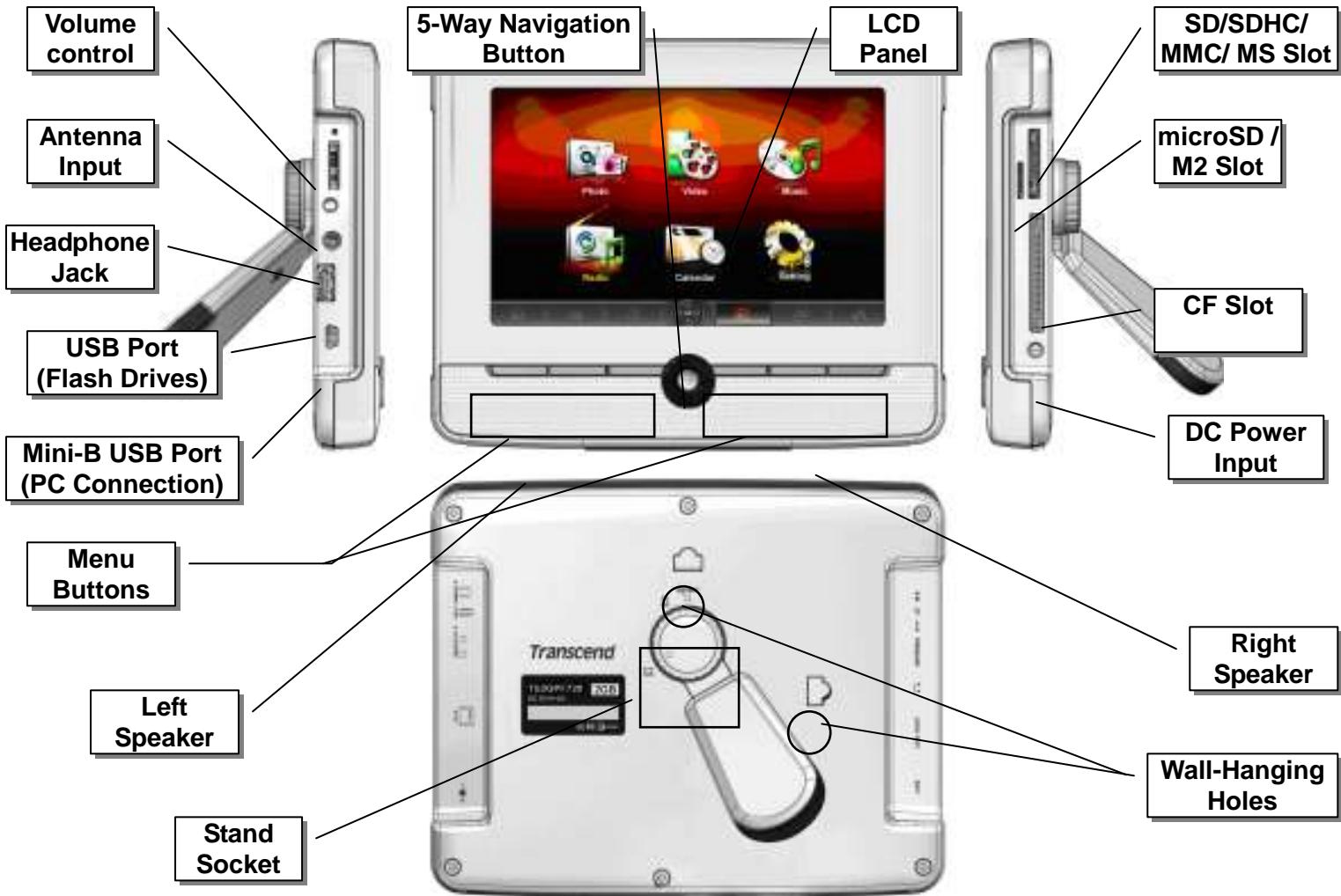
■ Cleaning

- The screen is very delicate and can be damaged by pressing on it with excessive force.
- Use a soft non-abrasive cloth, such as for cleaning camera lenses to gently wipe the screen

■ Backing Up Data

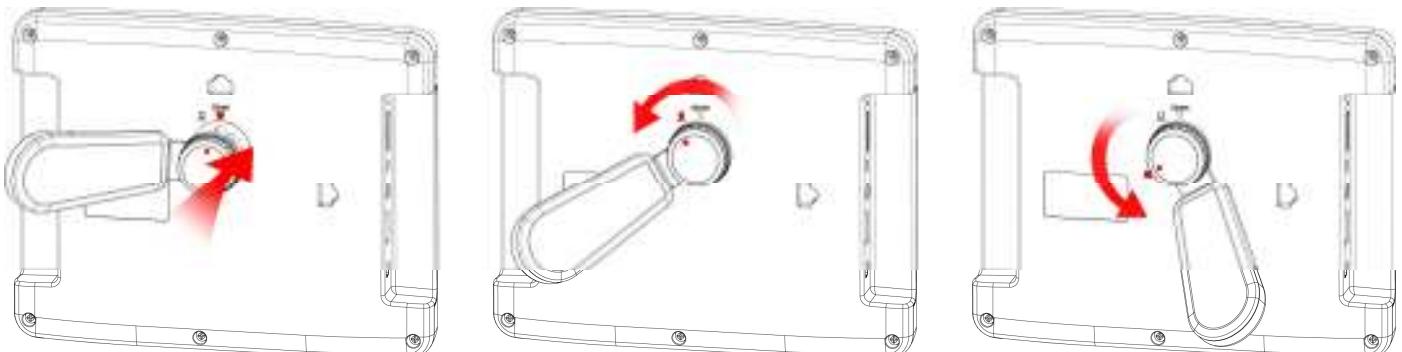
- **Transcend does NOT take any responsibility for data loss or damage during operation.** If you plan to plug a memory card or USB pen drive into Photo frame, we strongly advise that you first backup the data in those storage devices to a computer or other storage medium before using them in Photo frame.
- To ensure Hi-Speed USB 2.0 data transfer rates when connecting your Photo frame to a computer, please check that the computer has the relevant USB drivers. If you are not sure how to check this, please consult the computer or motherboard User's Manual for USB driver information.

Getting Started |



■ Setting Up the Photo frame

1. Attach the Tabletop Stand to the circular hole on the back of the Photo frame by first inserting it sideways, then turning it counter-clockwise until you reach the desired angle.
2. For Portrait orientation, turn the stand one click counter-clockwise.
3. For Horizontal orientation, turn the stand five full clicks counter-clockwise until it stops.

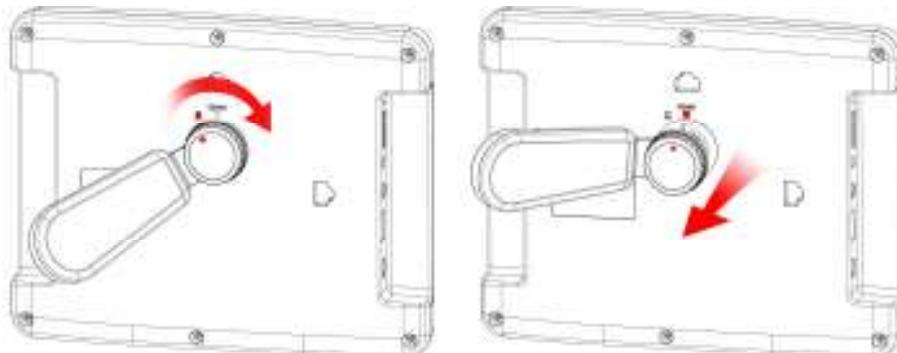


4. Connect the DC adapter cable to the DC power input jack on your Photo frame.

5. Plug the DC adapter into a wall outlet.



6. To remove the Tabletop Stand, simply turn it clockwise until it pulls freely out of its socket.



■ Installing the FM Antenna

If you plan on using the Photo frame's FM Radio feature, you must plug in the FM Antenna to assure adequate reception quality. Plug the included FM Antenna into the small 2.5mm jack located on the left side of the Photo frame.



■ Using a memory card or USB flash drive

1. Insert a memory card into its appropriate card slot on the right-hand side of Photo frame or plug a USB flash drive to the USB port on the left-hand side.
2. Once a memory card or USB flash drive is plugged in, Photo frame will automatically begin slideshow playback of all photos available on your memory card or flash drive.

3. The Photo frame will revert to the Home menu if you unplug a memory card or USB flash drive while in use.



■ Volume control and headphones

The volume control wheel is located on the upper left side of the Photo frame. Move it up to increase volume, and scroll down to decrease volume. Press inward on (click) the volume control wheel to mute. You can plug headphones into your Photo frame's headphone jack to enjoy your music more personally. The built-in speakers will be disabled while headphones are plugged in.



■ Navigation and Menu Buttons

On the front of the Photo frame, there are six convenient menu buttons and a 5-way navigation button, which are represented in this manual with capital letters (ex: **EXIT** = the menu button on the far left of the Photo

frame.) The central 5-way navigation button can be used for browsing through menus and selecting files, and the six menu buttons offer convenient shortcuts to certain Photo frame functions. The function of each menu button varies depending on the icon displayed directly above it in the **OSD**.



■ On Screen Display (OSD)

The On-Screen Display menu will appear on the bottom of the screen whenever any of the menu or navigation buttons on the front of the Photo frame is pressed. The OSD menu buttons offer quick and easy shortcuts to some of the functions in the Options menu of each mode. Most of these shortcuts can also be accessed with the remote control (see below). Each option is mapped to a rectangular **menu button** located directly underneath it. All icons like shown in this User's Manual and the Quick Start Guide represent OSD menu button functions. The OSD menu will disappear after 10 seconds without button input.



■ Remote Control

Your Photo frame comes with a compact, easy-to-use remote control. You can operate your Photo frame with either the navigation and menu buttons on the front of the Photo frame or by using the remote control. Note that when using the remote control you should always aim it directly at the front of your Photo frame and make sure there are no obstacles in the way. All icons like shown in this User's Manual and the Quick Start Guide represent functions that you can access directly from the remote control for easy, straightforward operation of your Photo frame.

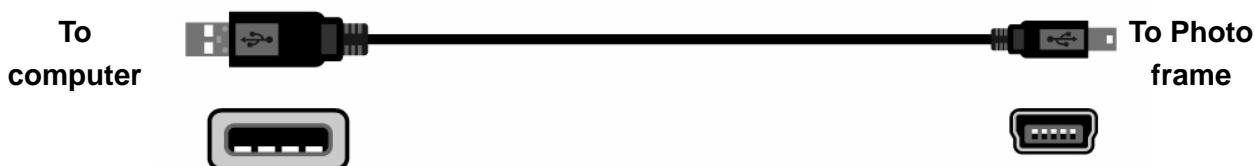


- (Music) (Video) (Radio) (Calendar) (Settings) (Home) : These modes can be directly accessed by pressing one of these shortcut buttons no matter what menu/mode the Photo frame is currently in.
- : These buttons allow you to switch between **Thumbnail** and **Slideshow** modes.
- : Select the item you want to view or function you want to perform.
- : Shows additional functions available for the current mode.
- : Display the next or previous page of available items
- : Go back to the last page or menu.
- : Add or delete the current photo, video, or music file from the Photo frame's internal memory.
- : Browse the contents of the Photo frame's internal memory (My Favorites)
- : Play/pause, or stop music at any time.
- : Skip to the next or previous available music track or video clip.
- : Adjust music volume (up / down / mute).
- : Cycle between music and video repeat modes.
- : Rotate or zoom-in on photos displayed in **Photo View** mode.
- : Change the brightness of the screen.
- : Enable the sleep timer to automatically shut down the Photo frame.

Connecting to a Computer |

If you want to transfer pictures and music between the Photo frame and your computer, connect the Photo frame to a USB port on your computer using the provided USB cable.

1. Turn on the Photo frame.
2. Plug the small end of the USB cable into the Mini-B USB port located on the left side of the Photo frame.



3. Plug the large end of the cable into an available USB port on your desktop or notebook computer.



WARNING! You must plug in the DC adapter to provide the power necessary to run the Photo frame when connecting to a computer.



■ Windows® 2000, XP and Vista

No drivers are required for connecting Photo frame to your desktop or notebook computer. Windows® Operating Systems have built-in drivers to support your Photo frame. Upon successful connection to your computer, a new **Removable Disk** drive with a newly assigned drive letter representing the Photo frame will automatically appear in the **My Computer** window and a Removable Hardware icon will appear in the Windows System Tray.



Your Photo frame is now ready to transfer data just like an external hard drive. A number of **Removable Disk*** drives with newly assigned drive letters representing the Photo frame's card slots (and its onboard memory) will appear in the **My Computer** window. You can transfer your pictures and music to the Photo frame by simply dragging-and-dropping files or folders onto these **Removable Disk** drive letters.



*Note: E:, F:, G:, and H: are example drive letters - the letters in your "My Computer" window may differ

Proper removal of your Photo frame (from Windows):

1. Click once on the **Removable Hardware** icon  in the system tray.
2. The **Safely Remove Hardware** pop-up window will appear. Select it to continue.



3. A window will appear stating, "**The 'USB Mass Storage Device' device can now be safely removed from the system.**" Unplug your Photo frame from the USB port after this message appears.



■ Mac® OS 10.0 or later

No drivers are required. Plug your Photo frame into an available USB port and your computer will automatically detect it.



Proper removal of your Photo frame (from Mac OS):

First drag-and-drop the Disk icon corresponding to your Photo frame into the trashcan then unplug your Photo frame from the USB port.

■ Linux® Kernel 2.4 or later

No drivers are required. Plug your Photo frame into a USB port and mount it.

1. First create a directory for the Photo frame.

Example: `mkdir /mnt / Photo frame`

2. Then, mount the **Photo frame**.

Example: `mount -a -t msdos /dev/sda1 /mnt / Photo frame`

Proper removal of your Photo frame (from Linux):

Execute `umount /mnt/ Photo frame` to un-mount the device. Then unplug your Photo frame from the USB port.



1. **WARNING!** To prevent data loss, always follow the proper removal procedures when disconnecting the Photo frame from your computer
2. When Photo frame is connected to a computer, it can only be used for transferring files. You will not be able to use any of the Photo frame's audio or video at this time. Please disconnect your Photo frame from the computer to resume normal viewing or listening.
3. The USB flash drive port will not function while the Photo frame is connected to your computer via the Mini-USB port.
4. NEVER format your Photo frame.

The Home Menu

The **Home** menu acts as a convenient gateway to access all of Photo frame's functions. Use the **UP / DOWN / LEFT / RIGHT** buttons to select one of the six icons listed in Home menu (shown below) and press **OK**.



■ Photo

This option lets you display photos in Thumbnail, Photo view or slideshow mode with special effects. You can also copy multiple photos to and from the internal memory in this mode. Use the OSD to select the “Photo” icon or press  to enter the Thumbnail mode directly.

■ Video

The convenient Video function lets you use your Photo frame to playback your favorite movies, music videos, home movies, and more. Use the OSD to select the “Video” icon or press  to open the Music Explorer.

■ Music

By selecting the Music option, you can playback music on your Photo frame, and even choose your favorite song to wake you up in the morning as your alarm clock sound. Use the OSD to select the “Music” icon or press  to open the Music Explorer.

■ Radio

Photo frame also features a built-in FM radio tuner. By selecting the “Radio” option or pressing  on the remote, you can program and listen to your favorite radio stations while viewing your photos at the same time.

■ Clock and Calendar

The Clock and Calendar option turns your Photo frame into an attractive desk clock/calendar with pictures. In this mode you can mark important dates and holidays, and even choose a festive theme to go with them (i.e. a heart theme for Valentine's Day). Use the OSD to select “Clock and Calendar” or press .

■ Settings

This option allows you to adjust the Photo frame's numerous settings, such as switching languages or setting the clock. Use the OSD to select the "Settings" icon or press  to enter this menu option.

Photo |

The **Photo** function has three modes: (**Thumbnail** mode, **Photo View** mode and **Slideshow** mode). You can use the remote control to access these modes directly or navigate to them using the OSD.

■ Thumbnail Mode

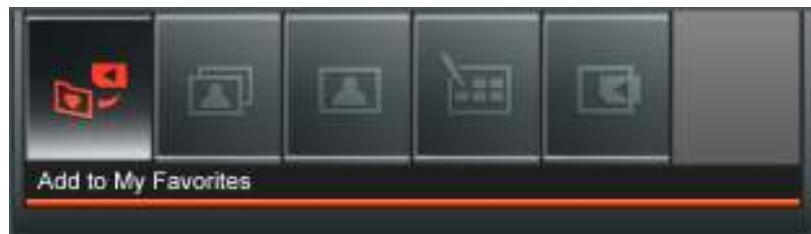
Select **Photo** from the Home menu or press  to enter this mode. The **Thumbnail** Mode allows you to browse thumbnails of all photos in the current source (memory card, USB flash drive, etc.). 24 thumbnails per page will be displayed. Use the **UP**, **DOWN**, **LEFT** and **RIGHT** buttons to navigate to the thumbnail you want to view, then press  to view the selected photo in **Photo View** mode.



Switching to Photo View mode:

1. Navigate to the photo you want to view by using the **UP**, **DOWN**, **LEFT** and **RIGHT** buttons.
2. Press  to view the selected image in **Photo View** mode.

Options:



This menu shows list of options available in the **Thumbnail** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press the  button.
2. Use the **LEFT** and **RIGHT** buttons to highlight the desired menu option and press .
3. Sub-menu items can also be selected with the **LEFT** and **RIGHT** buttons.

4. Press once to go back to the previous screen.
5. Press again to revert to the **Home** menu.



Add to / Remove from My Favorites (): Copy the currently selected photo in the Thumbnail viewer to the Photo frame's internal memory (when the viewing source is a memory card or USB flash drive). To remove a photo from the internal memory, select "My Favorites" as the viewing source, navigate to the desired thumbnail to remove, and then choose "Remove from My Favorites."



Slideshow (): Switch to Slideshow mode.



Photo View: Switch to Photo View mode.



Select Multiple Photos: This option lets you select multiple photos to copy to the Photo frame's internal memory. 24 thumbnails with check boxes will be displayed per page. Use the **UP**, **DOWN**, **LEFT** and **RIGHT** buttons to move between images and press to check/uncheck individual photos.



- **Select All**: Select all items in current media source.
- **Deselect All**: Deselect all items in current media source.
- **Select All On Page**: Select all items on current page.
- **Deselect All On Page**: Deselect all items on current page.
- **Select Inverse**: Select all un-selected items, and deselect all selected items.
- **Slideshow of Selected Photos**: Start a slideshow with currently selected photos.
- **Add to / Remove from My Favorites ()**: Copy the currently selected photo(s) to or remove from the Photo frame's internal memory. Note: the "Remove" option will be shown when the viewing source is set to "My Favorites."



Select Source: Change the media source to browse thumbnails from. Use LEFT and RIGHT to

select one of the available storage devices and press **OK**.

■ Photo View Mode

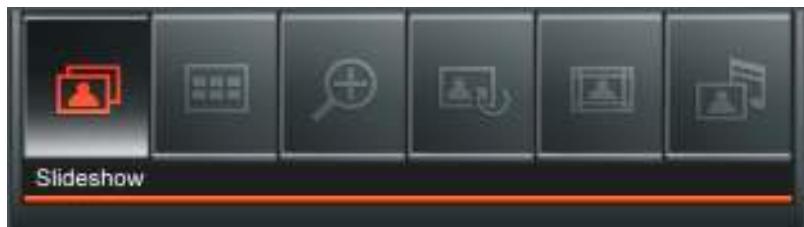
You can view, zoom-in, or rotate a single photo in **Photo View** mode. Use the **LEFT** and **RIGHT** buttons to view the next or previous photo available.



Switching to Slideshow mode:

Press **OK** at any time while viewing a photo to switch to **Slideshow** mode.

Options:



This menu shows list of options available in the **Photo View** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press **OK** and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press **OK** to access the highlighted function or open its sub-menu.
3. Press **OK** once to go back to the previous screen.
4. Press **OK** again to revert to the **Home** menu.



Slideshow: Select this menu option or just press **OK** on the remote to enter Slideshow mode.



Thumbnail: Select this item or press **OK** on the remote to enter Thumbnail mode.



Zoom: Select this item to choose between x1, x2 and x4 zoom modes in the Zoom submenu. You

can also press  on the remote to automatically zoom-in on the current photo. You can go back to **Photo View** mode by pressing .



Rotate: Select this item and choose between clockwise 90°, 180° and 270° in the Rotate submenu. Pressing  will rotate the current photo clockwise 90° each time you press it. (Rotate function only enabled at x1 zoom)



Themes: This option brings up a submenu that lets you select theme frames to wrap around your photos while viewing in Slideshow or Photo View. Use the **LEFT** or **RIGHT** buttons to highlight None, X-mas, Halloween, Valentine's Day or New Year, then press  to confirm.



Background Music: Enable or disable background music while viewing photos.

- **On (Music):** Turn on mp3 music. The Photo frame will automatically find and play music files on the same memory device that is being used to display photos. Playback settings (repeat, EQ, etc.) applied in MUSIC mode will be used. Use / on the remote to skip through available songs. If there are no music files on the current storage media, no music will be played.
- **On (Radio):** Turn on the FM radio. The Photo frame will either use the saved radio station last listened to in RADIO mode or the first available FM frequency. Skip through saved stations by pressing / on the remote.
- **Off:** Turn off all background music



Set as Background Image: Use the current photo as a wallpaper image in **Clock and Calendar** mode, **Music Player** mode and **Radio** mode (will also copy the picture to internal memory).



Save to file: Copy the current photo (with theme) to "My Favorites." The photo will be resized to fit the Photo frame's screen resolution and its theme will be saved as a new file in the internal memory for future access.

Slideshow Mode

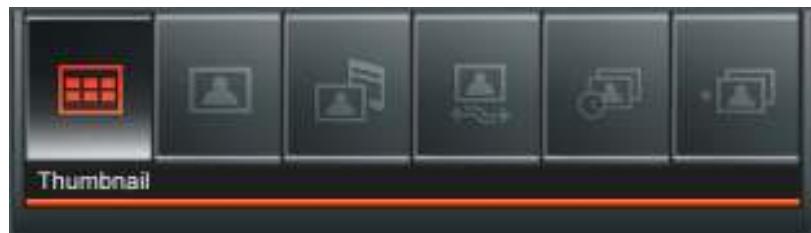
This mode starts slideshow playback of all photos in the selected source. Slideshow mode will play based on the settings in the Options menu.



Switching to Thumbnail mode:

Press **OK** while viewing a slideshow to switch to **Thumbnail** mode.

Options:



This menu shows list of options available in the **Slideshow** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press **OK** and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press **OK** to access the highlighted function or open its sub-menu.
3. Press **OK** once to go back to the previous screen.
4. Press **OK** again to revert to the **Home** menu.



Thumbnail: Select this item or press **OK** on the remote to jump to Thumbnail mode.



Photo View: Select this item to switch to Photo View mode for zoom-in and other functions.



Background Music: Enable or disable background music while viewing photos.

- **On (Music):** Turn on mp3 music. The Photo frame will automatically find and play music files on the same memory device that is being used to display photos. Playback settings (repeat, EQ, etc.) applied in MUSIC mode will be used. Use **OK/OK** on the remote to skip through available songs. If there are no music files on the current storage media, no music will be played.
- **On (Radio):** Turn on the FM radio. The Photo frame will either use the saved radio station last

listened to in RADIO mode or the first available FM frequency. Skip through saved stations by pressing **◀ / ▶** on the remote or press and *hold* **◀ / ▶** to manually scan for frequencies.

- **Off:** Turn off all background music



Slideshow Order: Change the order that photos are displayed in. In the Slideshow Order submenu, use the **LEFT** or **RIGHT** buttons to select Normal (continuous sequential playback) or Random (continuous random playback), and press **OK** to confirm.



Slideshow Interval: Adjust the amount of time each picture stays on the screen. In the Slideshow Interval submenu, use **LEFT** or **RIGHT** to highlight either: 5 sec, 10 sec, 30 sec, 1 min, 10 min or 30 min. Press **OK** to confirm.



Slideshow Transition Effects: Change the way the screen transitions between each photo. In the Transition Effects submenu, use the **LEFT** or **RIGHT** buttons to select the desired effect and press **OK** to confirm.

Video |

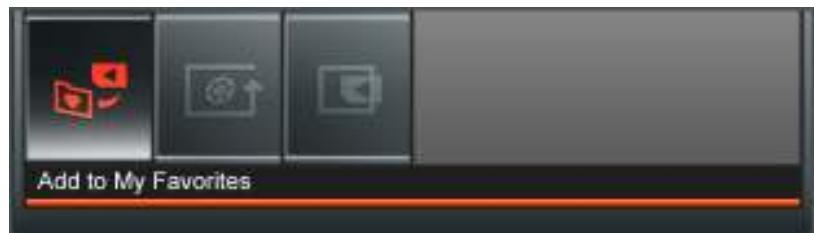
The **Video** function is a convenient way to playback videos and movies on your Photo frame. There are two Video modes: (**Video Explorer** and **Video Player**). You can use the remote control to access these modes directly or navigate to them using the OSD.

■ Video Explorer

Select Video from the Home menu or press **REC** to enter this mode. The Video Explorer allows you to browse thumbnail previews (24 per page) of all video files on the current media source. Use the **UP**, **DOWN**, **LEFT** and **RIGHT** buttons to navigate to the thumbnail of the video you want to view. Press **OK** to view the selected video in the full-screen **Video Player**.



Options:



This menu shows list of options available in the **Video** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press to access the highlighted function or open its sub-menu.
3. Press once to go back to the previous screen.
4. Press again to revert to the **Home** menu.



Add to / Remove from My Favorites (): Copy the currently selected video to the Photo frame's internal memory (when the viewing source is a memory card or USB flash drive). To remove a photo from the internal memory, select "My Favorites" as the viewing source, navigate to the desired thumbnail to remove, and then choose "Remove from My Favorites."



Repeat Mode: Adjust the way Photo frame plays your video files: Normal, Repeat one, Repeat all.

- **Normal** (plays once and returns to the Video Explorer)
- **Repeat One** (continuously replays the selected video)
- **Repeat All** (continuously replays all available video files on the current source media)



Select Source: Change the media source to browse videos from. Use **LEFT** and **RIGHT** to select one of the available storage devices and press .

■ Video Player



To start playing a video, press  or  on a highlighted file in the Video Explorer.

1. Press  to pause and again to resume.
2. Adjust the volume by using the **Volume Control Wheel** on the left side of Photo frame or by pressing ,  or  on the remote.
3. Press  to go back to the previous video and  to play the next available file.
4. Press  to open the **Video Explorer** and select another to play.
5. Press  on the remote to quickly switch between video repeat modes.

MUSIC |

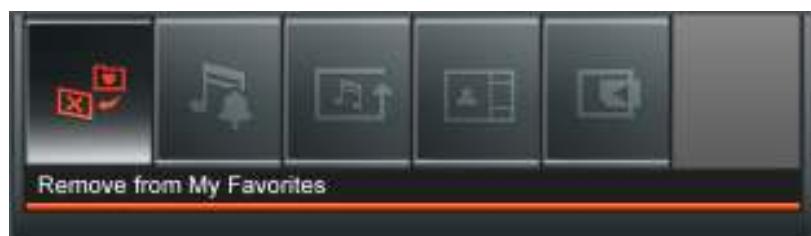
The **Music** mode has two ways to find and playback music files. You can individually skip through each available song, one-by-one in the **Music Player**, or you can browse folders on your storage media to find a specific song file to play. The Music mode also lets you set your favorite song as your alarm clock ringer.

■ Music Explorer



Choose “**Music**” from the Home menu or press to open the Music Explorer. The Music Explorer lets you browse for individual songs in specific folders. The directory path is shown at the top of the screen. In the Music Explorer you will see all file folders available on the current storage device. Use the **UP** and **DOWN** buttons to move to the desired folder. You can enter a folder by pressing **RIGHT** or , and exit or move up a level by pressing **LEFT** or selecting . Once you have located the music file you want to play, press or to start playing the song in Music Player. To go back to the Music Explorer and choose a different song, press the .

Options:



This menu shows list of options available in the **Music** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press to access the highlighted function or open its sub-menu.
3. Press once to go back to the previous screen.
4. Press again to revert to the **Home** menu.

- 
Add to / Remove from My Favorites (±): Copy the current highlighted music file from your storage media (Memory card or USB flash drive) to Photo frame's internal memory. To delete songs from the internal memory, change the media source to "My Favorites" and select Remove from **My Favorites** from the Options menu.

- 
Set as Music Alarm: Set the selected song as your alarm clock sound. To select the Music Alarm or other alarm sounds, go to "**Home > Settings > Alarm > Alarm sound.**"

- 
Repeat Mode (MODE): Choose a repeat mode to playback multiple music files: Normal, Repeat one, Repeat all, Random, Normal in folder, Repeat in folder and Random in folder.

- 
Picture Display Mode: Change the way pictures are displayed in the Music Player: "Background Image" (static photo) or "Slideshow," which will consecutively display all pictures on the currently selected media source. The background Image can be chosen in: "**Home > Photo View > Options > Set as Background Image.**"

- 
Select source: Select the media source to browse and play music from. Use **LEFT** and **RIGHT** to select one of the available storage devices and press **OK**.

■ Music Player

The Music Player screen shows song information, the date, and the current time on the right-hand side of the screen, and displays a photo or slideshow of your choice on the left.



	ICON	INDICATION
A	Picture Display	Displays either a single background image or a photo slideshow
B	Date	Displays today's date and day of the week
C	Repeat Mode	Normal Repeat One Repeat All Random Normal in Folder Repeat in Folder Random in Folder
C	Equalizer Mode	Normal Jazz Pop Rock Bass Classical
D	Album / Artist / Song	Displays album title, artist name, and song title (respectively)
E	Track Time & Progress Bar	Indicates the track length and current position
F	Play Status	Play Pause Stop Rewind Fast-Forward
G	AM / PM & Alarm on / off	Displays AM or PM (when 12Hr time format is enabled). And display a alarm icon while alarm on.
H	Time	Displays the current time

To start playing music, press or on a highlighted song in the Music Explorer.

The **Music Player** functions are familiar and easy - just like any other player:

1. Press to play music and again to pause.
2. Press to stop the music.
3. Adjust the music volume by using the **Volume Control Wheel** on the left side of Photo frame or by pressing or on the remote.
4. Press to go back to the previous track and to play the next song available.
5. To fast-forward to your favorite section of the current song press and hold . To rewind, press and hold .
6. Press to switch between available Equalizer modes.
7. Press on the remote or the button to quickly switch between music Repeat modes.
8. Press to open the **Music Explorer** and select folders or songs to play. Music will keep playing unless you press to stop the music.

Radio

By selecting the Radio option or pressing , you can listen to your favorite radio stations from the built-in FM tuner and browse your photos at the same time. The Radio mode also lets you set your favorite station as your alarm clock ringer.



	ICON	INDICATION
A	Picture Display	Displays either a single background image or a photo slideshow
B	Date	Displays today's date and day of the week
C	Stereo Icon	Indicates reception of a strong FM stereo station
D	Frequency	Displays the currently selected FM radio frequency
E	Saved Stations	Displays all saved stations, and highlights currently selected channel
F/G	Station / Frequency	Lights up when switching between station presets or manually adjusting the frequency
H	AM / PM & Alarm on / off	Displays AM or PM (when 12Hr time format is enabled). And display a alarm icon while alarm on.
I	Time	Displays the current time

■ Selecting a Radio Station:

There are two ways to change stations: You can adjust the frequency manually from the Radio screen or you can choose one of the **preset stations** in “Saved Stations” list.

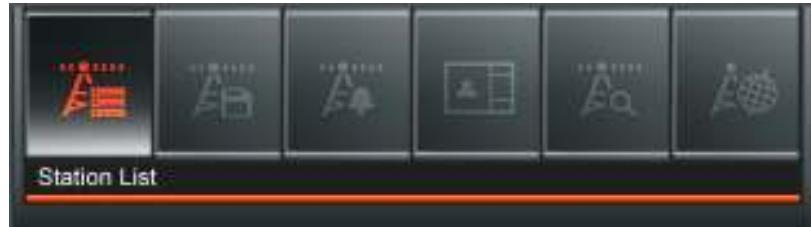
To adjust the frequency manually:

1. In Radio mode, press the **LEFT** or **RIGHT** buttons (the FM frequency will increase or decrease in 0.1MHz increments) until you reach the desired frequency.
2. You can also press and *hold* either **LEFT** or **RIGHT** to auto-scan for the next available station.

To select a preset station:

1. In Radio mode, press **DOWN** to skip forward to the next saved station in the station list.
2. Press **UP** to go back to the previous saved station in your station list.

Options:



This menu shows list of options available in the **Radio** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press to access the highlighted function or open its sub-menu.
3. Press once to go back to the previous screen.
4. Press again to revert to the Home menu.

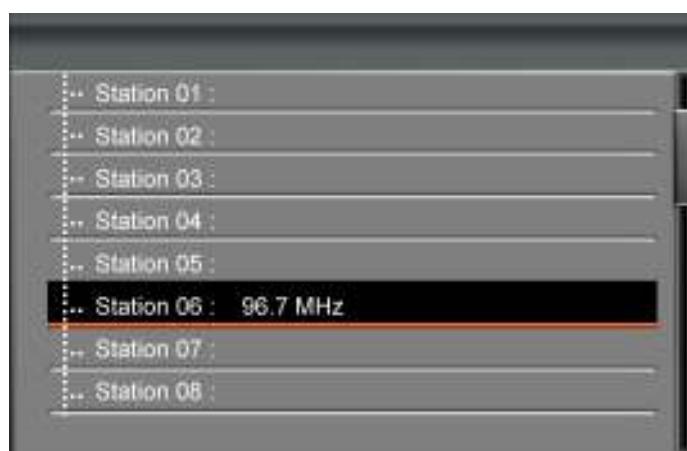


Auto Scan: Automatically scan all FM frequencies and save the first 20 stations with strong signals to the Station List. **Note:** performing an Auto Scan will reset all previously saved stations in the **Station List**.



Save Station: This option lets you save your 20 favorite radio stations from in the Photo frame's memory.

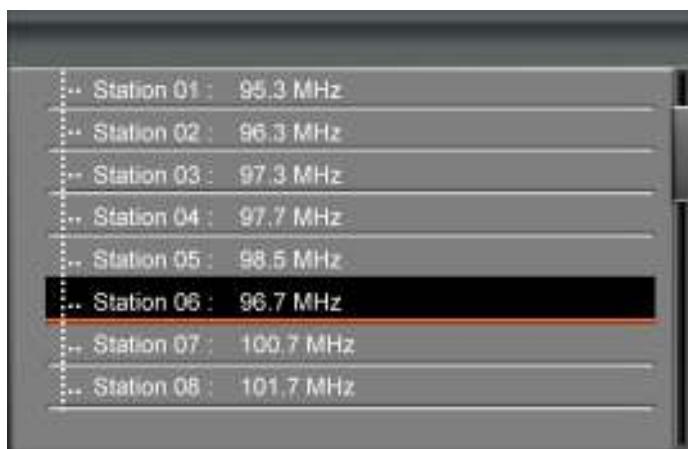
1. Select the radio station (FM frequency) that you wish to save.
2. Highlight **Save Station** in the Options menu and press .
3. A list of station presets from "Station 01" ~ "Station 20" will appear.
4. Use the **UP / DOWN** buttons to highlight one of the 20 station presets and press to save the current FM frequency to that preset station number.



5. Your new saved station will now be highlighted in the Radio screen's list of saved stations.



Station List: This option displays a list of all 20 preset stations and their frequencies. Use the **UP** / **DOWN** buttons to navigate to the station that you want to listen to and press **OK**. Note: you must first use **Auto Scan** or **Save Station** to add stations to this list.



Set as Radio Alarm: Set current radio frequency as your alarm clock sound. Radio alarm can be chosen in "**Home > Settings > Alarm > Alarm sound**."



Picture Display Mode: Change the way pictures are displayed in **Radio** mode: "Background Image" (static photo) or "Slideshow," which will consecutively display all pictures on the currently selected media source. The background Image can be chosen in: "**Home > Photo View > Options > Set as Background Image**."



FM Region: Change the FM broadcast frequency band. If you live in the Japan region, set the FM Region to "Japan." For all other countries (87.5 MHz – 108.0 MHz), "World" should be used.

■ Adjusting the Volume:

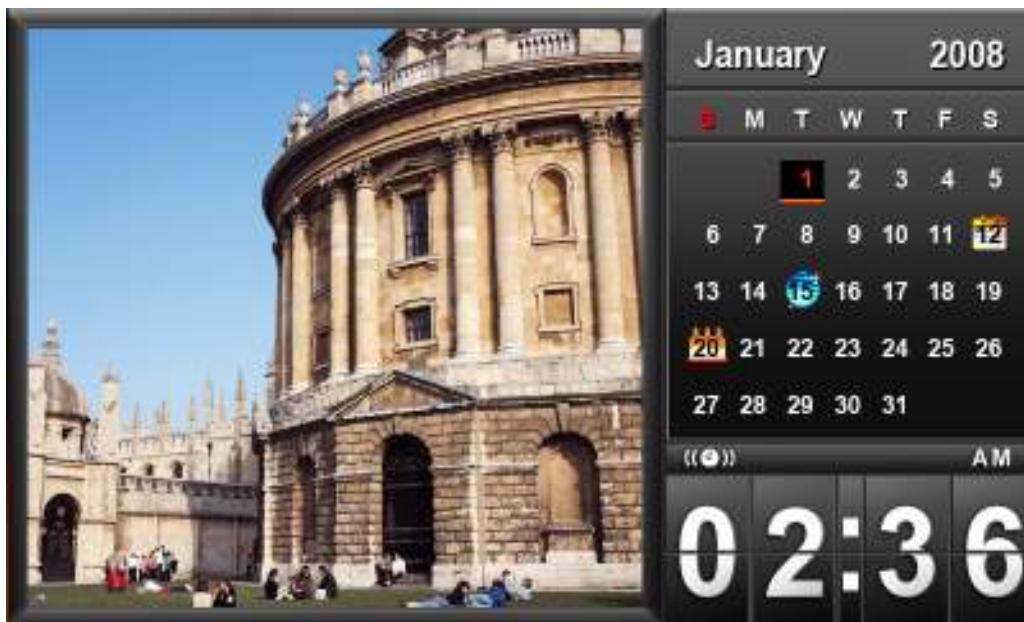
1. Locate the **Volume Control Wheel** on the upper-left side of the Photo frame
2. Gently rock the wheel up or down with your thumb or fingertip to increase or decrease volume.
3. Alternatively, press **+** or **-** on the remote until you reach a comfortable volume level.

Note:

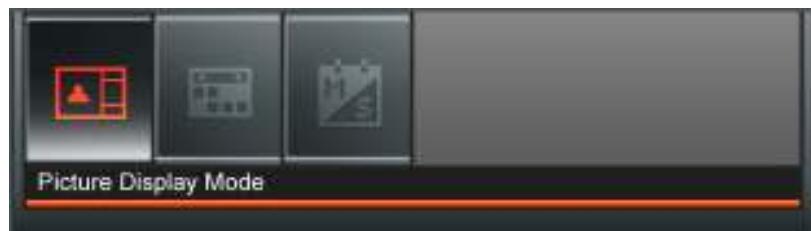
- To improve FM reception, extend the FM antenna wire to its full length and point it in the direction that gives the strongest signal. Signal strength may also depend on the location of your home.
- We recommend performing an **Auto Scan** the first time you use the Radio, and then adjusting the Saved Stations list to your preference.

Calendar |

In the Calendar mode, your Photo frame becomes an attractive desktop calendar and clock that lets you set important date reminders and display your favorite photos, too. The Calendar mode displays a monthly calendar and digital clock on the right-hand side of the screen and a selected photo or slideshow on the left. Press **UP** or **DOWN** to switch to the previous or next month.



Options:



This menu shows list of options available in the **Calendar** mode. Some of these options are available on the remote or by using the menu buttons on the front of the Photo frame.

1. Press and use **LEFT** and **RIGHT** to highlight the desired menu option.
2. Press to access the highlighted function or open its sub-menu.
3. Press once to go back to the previous screen.
4. Press again to revert to the **Home** menu



Important Dates: You can earmark your important dates on the calendar screen. Follow the steps below to highlight important dates on the calendar:

1. Select **Important Dates** from the Options menu.
2. Press **UP** and **DOWN** to select a different month or year.
3. Move the cursor on the desired date and press to mark that day.
4. Four mark types are available and are represented by different colors: None, Birthday, Party, and Date. Choose one and press to confirm.



Picture Display Mode: Change the way pictures are displayed in the Clock and Calendar mode: “Background Image” (static photo) or “Slideshow,” which will consecutively display all pictures on the currently selected media source. The background Image can be chosen in: **“Home > Photo View > Options > Set as Background Image.”**



First Day of the Week: Set the calendar to display either “Sunday” or “Monday” as the first day of the week.

Settings |

In the **Settings** menu, you can inspect your Photo frame's current device status – Product name, Firmware version, and free space of My Favorites (onboard memory). You can also adjust Photo frame's interface settings like setting the clock and changing languages.



1. Select the “Settings” icon from the Home menu or press on the remote.
2. Use **LEFT** and **RIGHT** to highlight the desired menu option.
3. Press to access the highlighted function or open its sub-menu.
4. Press once to go back to the previous screen.
5. Press again to revert to the **Home** menu.

Language

Use this function to change the interface language of Photo frame (13 languages are currently available). The default language is “English.” To change the Language:

1. Select the **Language** option from the Settings menu.
2. Use **LEFT** or **RIGHT** to highlight the desired language.
3. Press to confirm the new language setting. The new setting will be applied immediately.

Alarm

The alarm function lets you use your Photo frame like a clock radio – you can even wake up to your favorite MP3 song or radio station in the morning.



1. Select **Alarm** from the Settings menu, and use the **UP** or **DOWN** buttons to select between *alarm on/off*, *alarm time*, *alarm sound*, *alarm volume* and *sleep timer*.
2. Press **OK** to modify the selected item (except Alarm Volume).
 - **Alarm On/Off:** Press **UP** or **DOWN** to enable (on)or *disable* (off)the alarm.
 - **Alarm Time:** Press **LEFT** or **RIGHT** to switch between *hour* and *minute*, and **UP** or **DOWN** to adjust the value. NOTE: “24H” or “AM/PM” can be changed in “Home > Settings > Date/Time-> 12H/24H”
 - **Alarm Sound:** Press **UP** or **DOWN** to select from a choice of five default alarm sounds or your own personalized “Music Alarm” or “Radio Alarm” (can be any song or radio station you want). The “Music Alarm” sound can be chosen in: **Home > Music > Options > Set as Music Alarm** and the “Radio Alarm” sound can be chosen in: **Home > Radio > Options > Set as Radio Alarm**.
 - **Alarm Volume:** Press **UP** or **DOWN** to adjust the alarm volume.
 - **Sleep Timer:** Press **UP / DOWN** to enable a sleep timer to shutdown the Photo frame after a specified amount of time. Available options are: *15 / 30 / 45 / 60 / 90 / 120 minutes* and *Disable*. You can also enable the sleep timer by pressing  on the remote. When the specified time is about to expire, a “Press [SLEEP] button on remote to disable” message will appear. **NOTE:** To set Photo frame to turn on or off automatically on a daily basis, please use the “Auto-ON/OFF” feature in: **Home > Settings > Date / Time > Auto ON/OFF**
3. After making adjustments, press **OK** to save.



Date / Time

This option lets you adjust the current date and time and set your Photo frame to automatically turn on and off every day at a specific time. The Auto-ON/OFF timer is a convenient way to save power at night.



1. Select **Date/Time** from the Settings menu, and use the **UP** or **DOWN** buttons to select between *date, time, 12H/24H, auto-on, auto-off or auto-on/off timer*.
2. Press **OK** to modify the selected item.
 - **Current Date:** Press **LEFT** or **RIGHT** to select between *year month* or *day*, and press **UP** / **DOWN** to adjust the value.
 - **Current Time:** Press **LEFT** or **RIGHT** to select *hour* or *minute* and **UP** / **DOWN** to adjust the value.
 - **12H / 24H:** Press **UP** or **DOWN** to switch between *12-Hour (AM/PM)* and *24-Hour* clock display. This setting affects all time displayed in Photo frame (alarm, system time, auto-on/off).
 - **Auto On at:** Set a daily auto power-on time. Press **LEFT** or **RIGHT** to select *hour* or *minute* and **UP** or **DOWN** to adjust the value.
 - **Auto Off at:** Set a daily auto power-off time. Press **LEFT** or **RIGHT** to select *hour* or *minute* and **UP** or **DOWN** to adjust the value.
 - **Auto On/Off timer:** Press **UP** or **DOWN** to *enable* or *disable* the auto power on/off function.
3. After making adjustments, press **OK** to save.



Display

This menu lets you change the way photos are displayed on the Photo frame's screen.



1. Select **Display** from the Settings menu to open the Display settings menu, and use the **UP** and **DOWN** buttons to highlight “brightness”, “contrast” , “fullscreen” and “orientation.”
2. Press **OK** to modify the selected item (Brightness and Contrast changes take effect immediately)
3. After making your adjustments, press **OK** to save.
 - **Brightness:** press **LEFT / RIGHT** or on the remote to fine-tune the brightness of the screen.
 - **Contrast:** Press **LEFT** or **RIGHT** to make adjustments to the screen’s contrast.
 - **Fullscreen:** Press **UP** or **DOWN** to *enable* or *disable*. If disabled, Photo frame will preserve the original dimensions of the image on the screen. If enabled, Photo frame will enlarge the photo to fit the screen, while preserving its original aspect ratio. Depending on its dimensions, some parts of the photo may not be displayed in fullscreen mode. Note: fullscreen is only applied on horizontal photos displayed in landscape orientation or vertical photos displayed in portrait orientation.



Fullscreen disabled



Fullscreen enabled

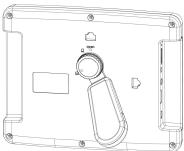
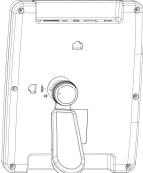
Fullscreen displayed image

Undisplayed portion

- **Optimize My Favorites Image Size:** When this option is enabled, the “Add to My Favorites” function will resize all photos to the Photo frame’s native 800x480 resolution to maximize storage space.

NOTE:

The Photo frame always preserves the *original aspect ratio* of all images based on each picture file’s orientation information (EXIF), and NEVER stretches them to fill the entire screen. An easy, distortion-free way to remove the black bars from the top/bottom or sides of an image is to use the Fullscreen option mentioned above, or the **Zoom** function. The way photos are displayed depends on the Photo frame’s orientation (see graph below)

Detected Photo Type (EXIF)	Horizontal		Vertical	
Fullscreen Mode Photo frame Orientation	Disabled	Enabled	Disabled	Enabled
Landscape (A) 				
Portrait (B) 				



Restore Defaults

This function is available if you want to reset your Photo frame’s settings. Note: All settings that have been changed will return to the factory defaults.

1. Select **Restore defaults** from the Settings menu.
2. Use **LEFT** or **RIGHT** to highlight “Yes.”
3. Press **OK** to confirm.
4. After the process is finished, the Settings menu will be displayed again.



Upgrade Firmware

Use this function to keep your Photo frame up to date with the latest version from Transcend (available on the Transcend website).

1. Insert a storage device such as a USB flash drive or SD/SDHC/MMC/MS/CF memory card that contains a newer version of firmware.
2. Select **Firmware upgrade** from the Settings menu and press **OK** to start the firmware detection

process. Photo frame will automatically find the new firmware file.

3. If Photo frame finds that a newer version of firmware is available, a “Yes / No” selection message will be shown. Use **LEFT** or **RIGHT** to select “Yes” and press **OK** to perform the system upgrade. If you do not want to upgrade, press “No” to return to the Settings menu.



Note: NEVER remove the power cord or any storage devices while the firmware is being upgraded. If firmware upgrade fails and the Photo frame will not turn on, please Photo frame contact Transcend customer support.

Troubleshooting

If a problem occurs with your Photo frame please first check the information listed below before sending your Photo frame in for repair. If you are unable to remedy a problem from the following hints, please consult your dealer, service center, or local Transcend branch office. We also have FAQ and Support services on our websites. For any Hardware issues please consult the Photo frame User's Manual.

I cannot turn my Transcend Photo frame on

You may not be holding down the Power button long enough. Please press and hold the Power button for at least 2 seconds. If that doesn't solve the problem, please check to make sure your Photo frame is connected securely to the DC adapter, and that the adapter is plugged into a wall socket.

My computer's operating system cannot detect my Photo frame

Check the following:

1. Is your Photo frame properly connected to the USB port? If not, unplug it and plug it in again. Make sure the USB port is connected on both ends, as shown in the User's Manual.
2. Is your Photo frame connected to the Mac keyboard? If yes, unplug it and plug it into an available USB port on your Mac Desktop.
3. Is the USB port enabled? If not, refer to the user's manual of your computer (or motherboard) to enable it.

I was using my Photo frame, now no buttons are responding (hangs/lags/stalls)

Try unplugging the DC adapter from your Photo frame, then reconnecting it to your Photo frame again.

I have connected my Photo frame to the computer, but the Photo frame does not appear as a new drive in my operating system?

Verify the DC adapter is connected to your Photo frame and that the Photo frame power is turned on. If not, turn it on and then connect the Photo frame to the computer again. Please make sure your operating system meets the Transcend Photo frame system requirements described in the "Introduction" section.

My Photo frame cannot read photos on my memory card or the built-in memory

1. Make sure the Photo frame supports the memory card type (CF/SD/MMC/MS).
2. Ensure that the memory card is correctly inserted all the way into its appropriate slot.
3. Edited and deformed photos may not display properly on Photo frame. Some digital cameras save images into non-standard formats - please check your camera's user manual for specifics.

How can I display video files on my Photo frame?

The Photo frame only displays certain video formats. Please see the Photo frame FAQ on the Transcend website for instructions how to encode your video files to the Photo frame's format.

Can I delete files on my USB flash drive or memory card with the Photo frame?

The Photo frame cannot directly delete any files on a USB flash drive or memory card. However, you can connect the Photo frame to a computer and use the computer to delete files on memory devices that are plugged-in to the Photo frame.

Why does the time and date reset after unplugging the DC adapter?

If you unplug the Photo frame for a long time, its internal backup battery will eventually drain. Typically, the Photo frame can keep your time and date for about 2~3 days after unplugging the DC power adapter.

Specifications |

Panel:	7" TFT LCD, 800x480 pixels
Speakers:	L / R stereo speakers, 1.5w each
Headphone Jack:	3.5mm, 32 ohm
FM Jack	2.5mm
USB Interface:	1x standard A-Type, 1x mini B-Type
Internal Storage:	2GB NAND Flash
Data Retention:	Up to 10 years
Navigation:	5-way navigation button, 6 menu buttons, volume control wheel, remote control
Remote Control:	Infrared, NEC protocol
Dimensions:	197mm x 157mm x 25mm
Power Supply:	Input: 100 ~ 240 V 0.3A, Output: 5V DC 2.0A
Picture Formats:	DSC JPEG (up to 8000 x 8000), BMP (800 x 600), MPEG1/4 (SP/ASP), Motion JPEG.
Video Formats:	(AVI, MOV, MPG, MP4, 3GP; Up to 720x576 @ 30FPS)
Music Formats:	MP3, WMA (Non-DRM), WAV
Supported Music Bit Rates:	32Kbps–320Kbps
FM Frequency Range	World: 87.5 ~ 108.0 MHz Japan: 76 ~ 90 MHz
Certificates:	CE, FCC, BSMI, C-Tick, KCC, GOST-R
Warranty:	Panel: 1-year, (maximum 4 defective pixels) Device: 2-years

Ordering Information |

Device Description	Memory Size	Transcend P/N
PF720 Digital Photo Frame - Black	2GB	TS2GPF720K
PF720 Digital Photo Frame - White	2GB	TS2GPF720W

Transcend Limited Warranty |

“Above and Beyond” is the standard we set ourselves for customer service at Transcend. We consistently position ourselves to be significantly above the industry norm, which is all part of our commitment to Customer Satisfaction.

All **Transcend information, Inc. (Transcend)** products are warranted and tested to be free from defects in material and workmanship and to conform to the published specifications. During the warranty period should your Transcend Photo frame fail under normal use in the recommended environment due to improper workmanship or materials, Transcend will repair the product or replace it with a comparable one. This warranty is subject to the conditions and limitations set forth herein.

Warranty Period: The Transcend Photo frame warranty period is two years from the date of purchase (One-year screen warranty: Within one year of the purchase date, Transcend will replace or repair Photo frame screens with four or more defective pixels). Transcend reserves the right to determine whether repair or replacement is suitable upon inspection of the product. The decision made by Transcend whether to repair or replace the product will be final. Additionally, Transcend reserves the right to provide a functionally equivalent refurbished replacement product.

Limitations: This warranty does not apply to product failure caused by accidents, abuse, mishandling, improper installation, alteration, acts of nature, improper usage, or problems with electrical power. In addition, opening or tampering with the product casing, or any physical damage, abuse or alteration to the product's surface, including all warranty or quality stickers, product serial or electronic numbers will also void the product warranty. This warranty only applies to the product itself, and excludes all product accessories, including, but not limited to: card adapters, cables, earphones, power adapters, and remote controls, which must be exchanged within seven days of the purchase date if defective. Transcend is not responsible for recovering any data lost due to the failure of a hard drive device. Transcend's Photo frame must be used with devices that conform to the recommended industry standards. Transcend will not be liable for damages resulting from a third party device that causes the Transcend Photo frame to fail. Transcend shall in no event be liable for any consequential, indirect, or incidental damages, lost profits, lost business investments, lost goodwill, or interference with business relationships as a result of lost data. Transcend is also not responsible for damage or failure of any third party equipment, even if Transcend has been advised of the possibility.

Disclaimer: The foregoing limited warranty is exclusive. There are no other warranties, including any implied warranty of merchantability or fitness for a particular purpose. This warranty is not affected in any part by Transcend providing technical support or advice. Please read Transcend's Warranty Policy in full to understand your rights.

Transcend Warranty Policy: <http://www.transcendusa.com/Support/Warranty.asp>

Online Registration: To expedite the warranty service, please register your Transcend Product within 30 days of purchase.

Register online at <http://www.transcendusa.com/productregister>

- ❖ The specifications mentioned above are subject to change without notice.



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www.transcendusa.com

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